

**CITY OF ASHEVILLE, NORTH CAROLINA  
CLASS SPECIFICATION**

**SPONSORSHIP COORDINATOR  
PARKS, RECREATION & CULTURAL ARTS DEPARTMENT**

**GENERAL STATEMENT OF DUTIES**

Performs professional, administrative and technical duties in planning, organizing, directing and coordinating ongoing and special initiatives relating to the solicitation and fulfillment of sponsorship revenue and individual contributions throughout the Parks, Recreation and Cultural Arts Department. Employee reports to the Superintendent of Administration.

**DISTINGUISHING FEATURES OF THE CLASS**

An employee in this class is responsible for planning, directing and coordinating a variety of programs and projects to solicit sponsorship support for the Parks, Recreation and Cultural Arts Department including, but not limited to, corporate sponsorship opportunities and individual contributions. Work involves creating both strategic plans for the development of sponsorship opportunities within the department and professional packages for specific sponsorship opportunities. Work also includes identifying potential sponsors, solicitation of sponsorships, working with program staff and others to cultivate events and programs with sponsorship potential, and preparation of sponsorship agreements to be authorized by the Director of Parks, Recreation and Cultural Arts. Employee must also exercise considerable tact and courtesy in frequent contact with a variety of public and private sector officials and the general public. Work is performed with considerable independence under the limited supervision of the Superintendent of Administration. Performance is evaluated through the overall adequacy of the programs developed and sponsorships/contributions secured.

**ILLUSTRATIVE EXAMPLES OF WORK**

**ESSENTIAL JOB FUNCTIONS**

Develops strategic plans and/or special programs to promote sponsorship opportunities to the corporate community, both on a local and national level.

Develops specific professional packages of sponsorship opportunities for department-wide initiatives, focusing on contributions that are project-specific.

Facilitates program staff to develop programs and activities that have sponsorship potential and directs in the fulfillment of these sponsorships.

Identifies potential corporate sponsors and individual donors.

Researches sponsorship initiatives developed for park and recreation programs in other markets.

Plans, develops and solicits overall Parks, Recreation and Cultural Arts Department sponsors.

## **SPONSORSHIP COORDINATOR**

Serves as the clearinghouse for all department employees soliciting, or in any other way, working with the corporate community.

Assists with the fulfillment of all promised sponsorship benefits including, but not limited to, logo placement, banners, signage, media benefits, and promotional activities.

Supervises the preparation of pre-event, on-site, and post-event sponsor appreciation packages, gifts or other items to demonstrate appreciation for sponsorship.

Cultivates and maintains sponsor relationships.

Works with staff and volunteers to educate and train those who are working with sponsorship clients on their responsibilities.

Oversees and ensures proper accounting, depositing and reporting of funds received and reporting of expenses incurred; prepares, maintains and submits various reports and records required under state and federal rules and regulations, as they may apply.

Organizes and attends a variety of conferences; attends meetings with corporate clients, business owners, and other potential sponsors.

Prepares contracts, correspondence, regular and special reports, etc.

### **ADDITIONAL JOB FUNCTIONS**

Performs other related work as required.

### **KNOWLEDGE, SKILLS AND ABILITIES**

Thorough knowledge of the philosophies, operations, programs, practices and fiscal needs of the Asheville Parks, Recreation and Cultural Arts Department.

Thorough knowledge of the principles, procedures, methods and concepts of sponsorship development.

Considerable knowledge of the standard accepted principles and practices of bookkeeping and accounting.

Considerable knowledge of the English language, including proper grammar, spelling and punctuation.

Working knowledge of computer software applications used in modern business practice.

Ability to interpret complex instructions, directives and correspondence, and the talent to apply them to specific circumstances.

Ability to communicate effectively, both orally and in writing.

Ability to make creative presentations which effectively represent and promote the Parks, Recreation and Cultural Arts Department on pertinent issues.

Ability to exercise tact and courtesy in frequent contact with professionals and public officials at various levels of authority and influence and the general public.

Ability to develop the relationships needed to cultivate and obtain major gifts from current and future donors.

Ability to meet yearly development goals.

Ability to demonstrate strong leadership, communication and problem-solving skills.

## **SPONSORSHIP COORDINATOR**

### **MINIMUM EXPERIENCE AND TRAINING**

Bachelor's degree in marketing, public relations, advertising, business administration or a related field, and 3 to 5 years of progressively successful experience in sales, and in developing comprehensive fund development programs in a non-profit, educational or governmental setting; and/or any equivalent combination of training and experience required to perform the essential position functions.

### **SPECIAL REQUIREMENTS**

Active participation in a professional organization such as Association of Fundraising Professionals (AFP), National Society of Fundraising Executives (NSFRE), International Events Group (IEG), and the International Festival & Events Association (IFEA).

### **COMPETENCIES**

**Technical Competency:** Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

**Interpersonal Competency:** Ability to work with people, develop and maintain good work relationships, communicate, manage conflict, and perform as an effective team member.

**Intellectual Competency:** Ability to think, learn and process information. Ability to solve problems and gather information. Includes having math and reading skills appropriate to job level.

**Customer Service:** Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

**Organizational and Community Sensitivity:** Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

Salary Grade 17  
Exempt